



Royal Mail First Time User (& SME FTU) Incentive
Discount Levels and Caps
January 02 to December 31 2018

Product	Sortation	Machine Readable	Container	Product Level	Format	Class	Discount Level	Discount Caps
Advertising Mail	Unsorted	Mailmark	Trays	n/a	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	2c	15%	
					Large Letter	2c	15%	
	Unsorted	None	Bags Trays	n/a	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	2c	15%	
					Large Letter	2c	15%	
	High (Direct) High (Residue)	None	Bags Trays	n/a	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	Economy	15%	
					Large Letter	Economy	15%	
	Low	Mailmark	Bags Trays	n/a	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	Economy	15%	
					Large Letter	Economy	15%	
Sustainable Advertising Mail	High (Direct) High (Residue)	None	Bags Trays	Entry	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	Economy	15%	
					Large Letter	Economy	15%	
	High (Direct) High (Residue)	None	Bags Trays	Intermediate	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	Economy	15%	
					Large Letter	Economy	15%	
	Low	Mailmark	Bags Trays	Entry	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	Economy	15%	
					Large Letter	Economy	15%	
	Low	Mailmark	Bags Trays	Intermediate	Letter	1c	15%	
					Large Letter	1c	15%	
					Letter	Economy	15%	
					Large Letter	Economy	15%	
								251-500g cap 13%